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Primer of Ornament and Design

Company. Four years later he again entered business for himself, and in '87 incorporated his business with The Springfield Printing & Binding Company.

At the end of three years he returned to New York, and with Edward E. Bartlett started the business of Bartlett & Company, adopting later the title of The Orr Press.

His policy has been to rely entirely upon the superior quality of his work for the maintenance of the business, to refrain from competitive bidding, and from doing the cheaper grades of work. This has led to the firm's attaining an enviable reputation in the world of printing.

Being a master of details, he has surrounded himself with everything which the work requires ; he has chosen a broad field and a congenial and helpful partner ; and his future should be a bright one. His past is worthy of study by those who are trying to do good printing.

NOTE. This is the first of a series of short papers on some American Printers whose individual efforts have tended to elevate the craft.

PRIMER OF ORNAMENT AND DESIGN. CONTINUATION OF SECOND PAPER. WILL BRADLEY



HE Gothic letter in the capitals is somewhat harder to draw than the Roman, although the small letters will be found quite simple. Unlike the Roman, this letter requires very little care in spacing, and the capitals are never used together. The Uncial capital, however, is a letter which is very useful, and is also good in combination with the small letters.

After the student has acquired a knowledge of the form of these letters, he must depend wholly on his own judgment as to how and where to use them. Their proportion must also be varied according to the requirements of the work in hand.

The Old Style Roman type known as Caslon, and the English text shown herewith, are correct in design. The demands of printing to-day favor the use of these letters, and they should not be radically altered unless by an experienced hand.

The

Primer of Ornament and Design

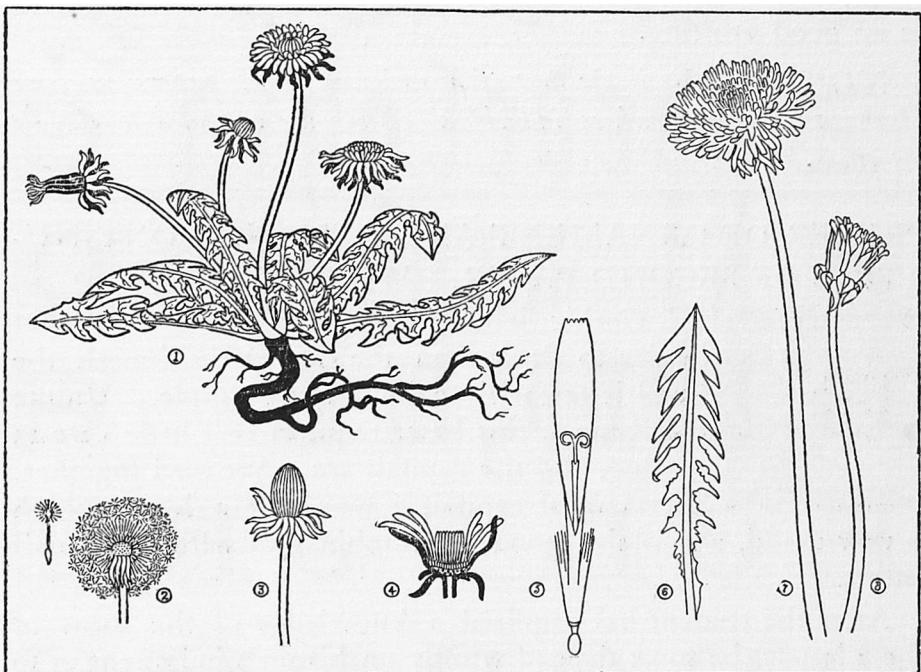
The student should above all things avoid so-called fancy letters. In most cases the decoration with which the lettering is to be used is quite fancy enough, and is balanced and strengthened by a plain, firm letter.

THIRD PAPER

Combination of Letters and Ornament

It will be remembered that our problem was to make a design to contain the lettering, "A Primer of Design." We chose as a motif for an ornament the field-daisy. This we conventionalized in various ways. We will now combine it with the lettering.

There are other flowers which might have been chosen, as, for instance, the dandelion, which also suggests simplicity. We will treat the dandelion as we did the daisy; first, become familiar with its growth; then use it for ornament.



THE DANDELION

The daisy and dandelion have been shown in this way merely to convey a clear idea of how ornament is suggested by nature. In the future it will be taken for granted that the student is familiar with the natural growth, and we will occupy ourselves wholly with the conventionalized forms.

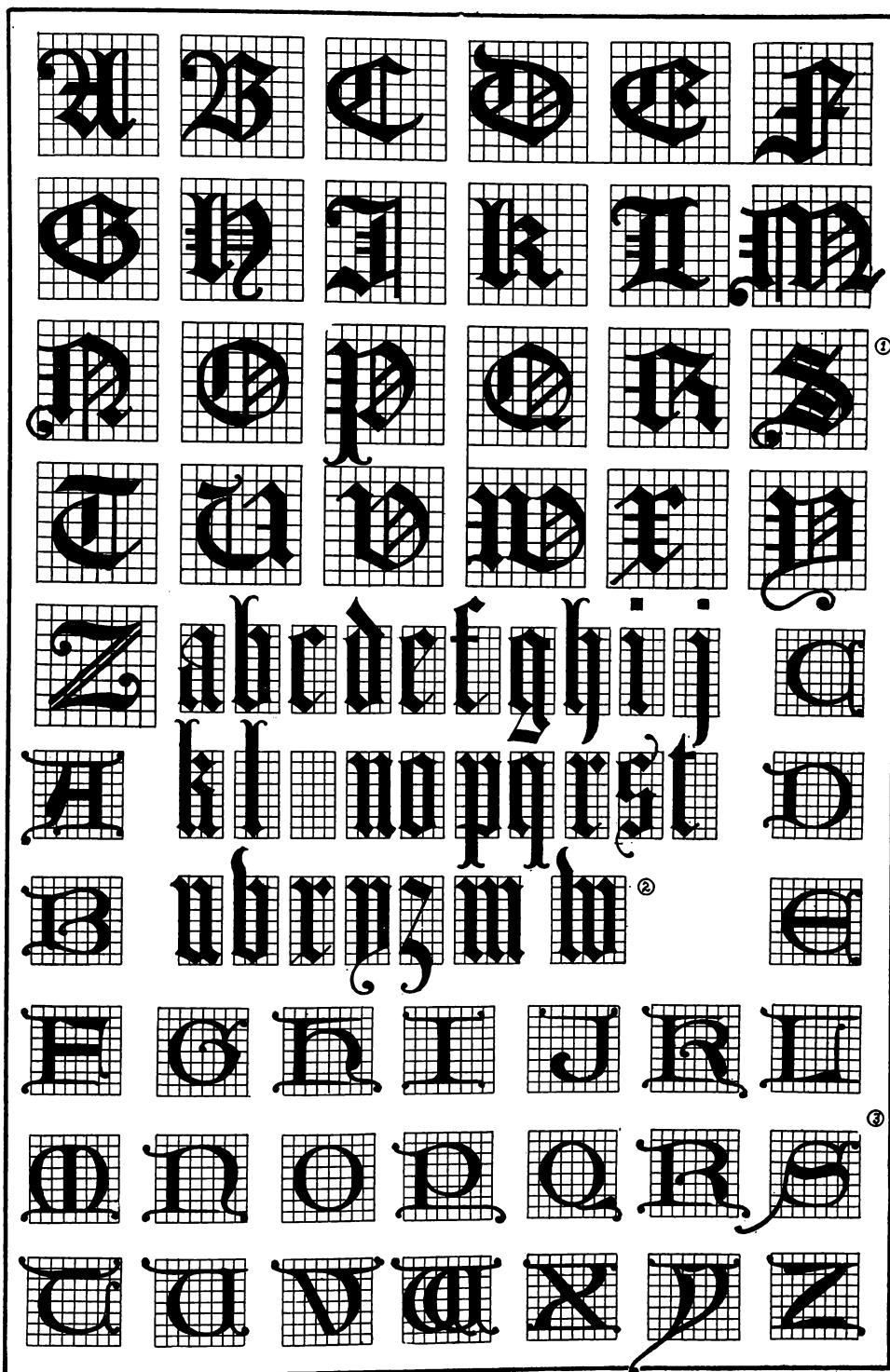
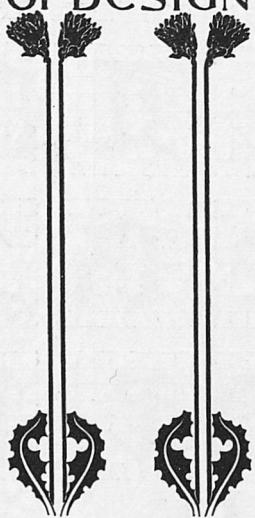


Plate I

GOTHIC AND UNCIAL LETTERS

A

A PRIMER
OF DESIGN



B

A PRIMER
OF DESIGN



C

A PRIMER
OF DESIGN



D

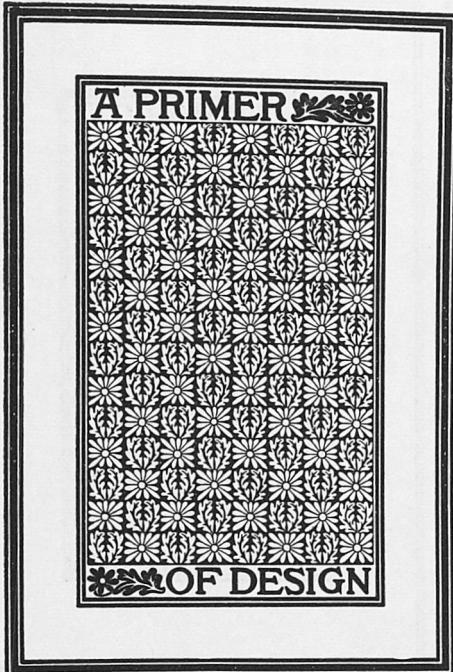
A
Primer
of
Design



Plate II

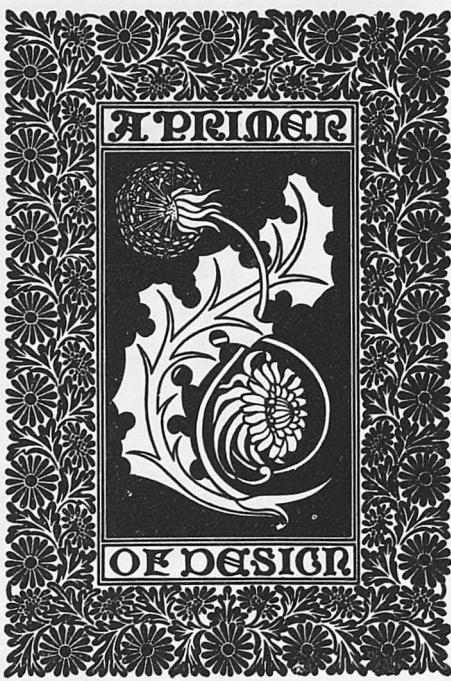
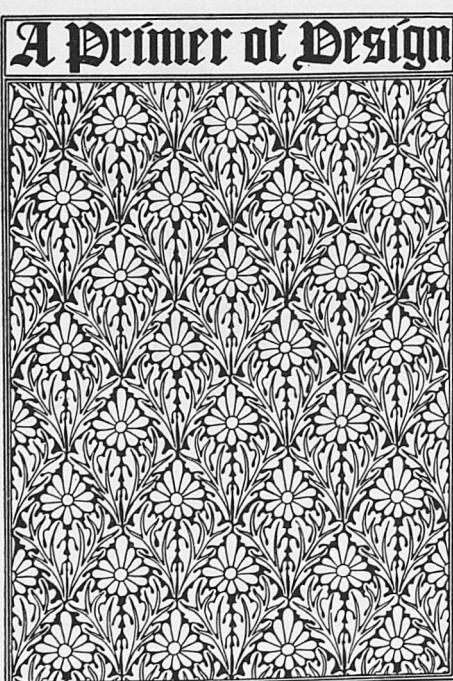
SIMPLE SPRIG PATTERNS

A



B

C



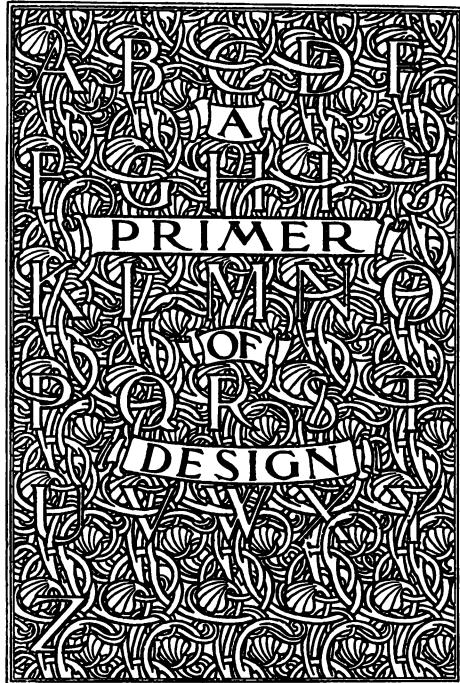
D

Plate III

REPEATING PATTERNS

Primer of Ornament and Design

A



THE DANDELION.

1. Growth.
2. Seed.
3. Bud.
4. One half-section of flower.
5. Corolla.
6. Leaf.
- 7 and 8. Flowers.

PLATE 1.

1. Gothic Text Capitals.
2. " " Small Letters.
3. Uncial Capitals.

PLATE 2.

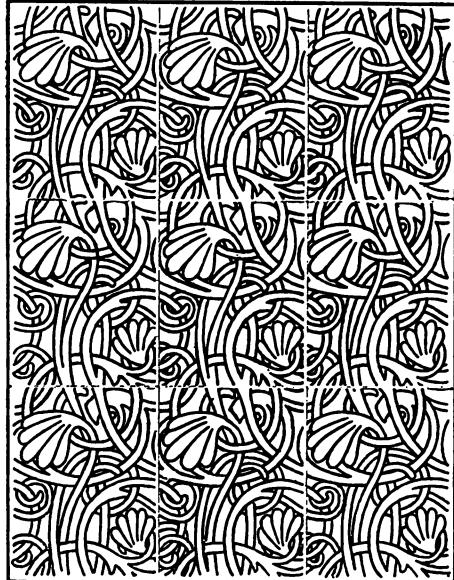
- Conventionalized Dandelion ; flowers and leaves.
- Conventionalized Daisy ; flowers and leaves.
- Single Dandelion Leaf.
- Conventionalized Dandelion ; leaves and flower.

PLATE 3.

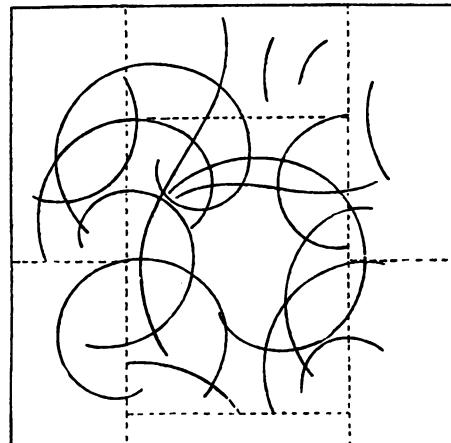
- All-over pattern, formed on the lines of a square.
- Two panels ; the first suggested by the daisy, the second by the dandelion ; formed by drawing first a half-section of each, which was then traced and reversed on the opposite side, thus forming complete patterns.

C. All-over pattern, constructed on the lines of a diamond.

D. Border formed by repeating pattern of the daisy ; panel suggested by leaf, flower, and seed of the dandelion.



Section of design marked A. After forming the repeating pattern as a background, the alphabet was drawn in, care being taken to keep the color the same as the background, that the letters should not obtrude too much. The ribbon and the title were then added.



Section showing method of constructing design shown in Plate 4.

Continued in February number.

A PRIMER OF DESIGN



Plate IV
A DROP PATTERN